

Eriksen, Christina N (HSS)

From: Wayne, Kathleen A (HSS)
Sent: Friday, July 16, 2010 3:46 PM
To: HSS DPA WIC Coordinators
Cc: HSS DPA WIC Anchorage; HSS DPA WIC Juneau; Fitzjarrald, Elinor A (HSS); 'Danielle Rybicki'; vanTassel, Robin C (HSS); Bish, Marcey A (HSS)
Subject: WIC Update July 16
Attachments: MI_CallforPosters.doc; WIC_State_poster_final_sm.pdf

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Hi Everyone,

Just a couple things to share this week. Have a great weekend.

1. Alaska WIC Health.org—see attachment from poster session at the 2010 NWA meeting in Wisconsin.
2. FY 11 WIC Logic Model Forms—state staff continue to work on these forms and hope to send something to LAs next week.
3. CLC Training Update- UAA is finalizing the contract with Clarion Suites and sleeping rooms will be available for \$160 + 12% taxes/night soon. They also have a free airport shuttle, free parking and a complimentary breakfast daily. There will be specific instructions to get this rate so please do not call the front desk to book your sleeping rooms because they will not give you this rate and will not change your reservation. The registration form for the training including the details for booking your sleeping rooms at the Clarion Suites will be included in the Friday Update next week. If you need to book your rooms sooner or have questions please contact Danielle Rybicki (907) 786-4936 or afdr@uaa.alaska.edu.

NICE TO KNOW:

1. **Obesity Article--Karen Cutler found this interesting article to share:** Article on obesity in *Archives of Disease in Childhood* doi:10.1136/adc.2009.175927 **Fatness leads to inactivity, but inactivity does not lead to fatness: a longitudinal study in children (EarlyBird 45)** Link to abstract:
<http://adc.bmj.com/content/early/2010/06/23/adc.2009.175927.abstract>

Conclusions Physical inactivity appears to be the result of fatness rather than its cause. This reverse causality may explain why attempts to tackle childhood obesity by promoting PA [physical activity] have been largely unsuccessful.

2. Free resources and information webinar for Fruits & Veggies-More Matters® Month in September.

Diane Peck, MPA, RD

Community and Evaluation Specialist
Obesity Prevention and Control Program
Alaska Department of Health and Social Services
3601 C Street, Ste. 722
Anchorage, AK 99503
907-269-8447
907-269-5446 (FAX)
diane.peck@alaska.gov

From: Produce for Better Health Foundation [mailto:corpcomm@pbhfoundation.org]

Sent: Friday, July 16, 2010 7:41 AM

To: Peck, Diane F (HSS)

Subject: America's More Matters Pledge Toolkit is Now Available Online



July 16, 2010

I'm writing to let you know that PBH's marketing toolkit for *America's More Matters Pledge: Fruits & Veggies . . . Today and Every Day!* is now available on the PBH website. Check out the version that will be most useful to you by clicking through to either the [retail toolkit](#), the [supplier toolkit](#), and [educator toolkit](#) online.

America's More Matters Pledge is a result of discussions between the National Fruit & Vegetable Alliance (NFVA) and first lady Michelle Obama's *Let's Move* childhood obesity initiative. The *America's More Matters Pledge: Fruits & Veggies . . . Today and Every Day!* online pledge campaign will kick off during Fruits & Veggies-More Matters® Month in September and will be ongoing, so make use of these resources into next year. For a full description of *America's More Matters Pledge: Fruits & Veggies . . . Today and Every Day!* activities, visit the [press room of www.PBHFoundation.org](http://www.PBHFoundation.org).

I'd like to invite you to attend a webinar to discuss ideas for using the new pledge toolkit materials and answer any questions about them you may have. This webinar will be held on **Wednesday, July 28 at 1:00 pm Eastern time**. To join the webinar: open your web browser to www.pbhf.glance.net?key=7465 so that you can view the presentation and call **1 (605) 715-4920** with the **access code 271885** to join the audio portion.

Toolkit materials are fully customizable. Even the America's More Matters Pledge graphic itself can be customized! The fruit and vegetable background can be omitted leaving only the key shaped interior graphic, and the graphic can be customized to [highlight a particular fruit or vegetable](#) in any form, fresh, frozen, dried, canned, or 100 percent juice!

The new toolkit materials include downloadable pledge cards, press release templates, newsletter articles, radio and on-hold messaging scripts, and POS pieces. There are also toolkit items designed to help the industry, educators, and members of the public health community announce their related activities to the consumer media and other audiences. As always, these materials are free of charge.

I encourage everyone to check out and download the America's More Matters Pledge campaign toolkit and incorporate some or all of the materials into your own Fruits & Veggies-More Matters Month promotions and marketing plans for 2011.

I also encourage you to join the July 28 pledge toolkit webinar by logging on to www.pbhf.glance.net?key=7465 and calling **1 (605) 715-4920** with the access code **271885**.